

I am Joel Clyde, a former radio DJ, performing songwriter and musician. I currently perform all over the country in various venues. I do not receive ANY airplay on ANY stations that I am aware of at this time.

I have been in the music business for over 30 years. I was a radio DJ for KICM in Ardmore, OK. for several years. I am currently an Independent, Unsigned Artist and Songwriter/Composer. I perform solo. I have written over 50 songs and am a BMI affiliate. I play 200+ gigs a year all over the U.S. and Canada. I have a fairly large following for the size community I live in. I sell several thousand CDs a year at my shows and on the internet.

When I was a DJ at KICM-105.7 FM, in Ardmore, Ok., we had strict order NOT to play anything that was not on the R & R charts. You would be fired if you played anything from a local or independent artist. This was in 1991, 92, 93 and 94. Most network affiliates that I know about have the same rules.

My material is never played on the air around here because all the stations you can receive are owned by one company, Clear Channel Communications, which only does network broadcasts, except for local news and commercials. They do not play anything not charted or approved by the RIAA. The FCC allowed them to buy all the stations in this area (and most of the state of Georgia), creating a virtual monopoly for med. and large markets here.

They host no local shows other than selected church services and local sporting events. Your music will not be heard around here.

The reason is the afore-mentioned monopoly on the broadcasting industry as a whole. The RIAA and networks control what is aired and only their approved choices will get airplay. Our stations aren't even locally owned. There may be one or two independent low-powered AM gospel stations somewhere, but no one can receive them good. If you're not in the Top 40, forget it!

The stations here play NO local artist's music, period. They won't even advertise your gig without charging you an unbelievably high advertising rate, way out of reach for the majority of musicians.

The stations here DO NOT serve the local public's interest. They won't even run PSA's unless they produce them (for a fee) and approve the subject (no 2nd Amendment stuff here!). I run a recording studio locally and they won't run any of my PSA's that I make for various organizations (Boy Scouts, local schools, churches, etc....).

In my opinion, so far the FCC has failed miserably to manage broadcasting as a whole. Some of the commercials I see and hear on various stations, both radio and TV, are completely disgusting and offensive ({" Buy the new 'Girls Gone Wild' video tape and they'll show you where babies feed!" Taken word for word from an ad on TV 53 Chattanooga, Tn. that airs every night, from around 9:00 PM on, on almost every break. It is very graphic!). They have allowed the RIAA to monopolize the entire medium and have sole control over the content. They have allowed Clear Channel Broadcasting to shut out every independent station for over 100 miles.

FCC needs to 'define' local programming and enforce its use for the good of the community.

Local programming should include, but not be limited to:

Music by local artists, independent and otherwise, as long as the recording itself is radio-quality and it fits within the station genre.

Coverage of major local events, such as fairs and festivals, concerts, school shows, school sports, etc....

Reasonable advertising rates for independent artists, and charitable organizations.

They should be required to run ALL local PSAs submitted, regardless of where they were produced, as long as they are radio-quality.

ALL programming decisions should be made exclusively by the local Program Director (although this will never work. Clear Channel would just fire them and hire another person that they could control).

Local programming should include, but not be limited to:

Local News, Sports and Commentary

Local events

Local PSAs

Anything related to Community Service

Local artists and bands (in rotation)

Local music shows

Any commercials or PSAs produced and recorded locally.

Anything else of local interest, such as Farm Reports, Employment, Political, Legal, etc.....

Many of these should be provided at no cost, or at greatly reduced charges.

Stations should be required to participate in and sponsor local community events as a condition of their licensing. All local legitimate charity events should be sponsored at least with a little air-time.

I have personal experience with the issue of unethical practices in the broadcasting industry. Payola practices occur every day. Stations MUST play ONLY the songs on the approved playlist, or they will lose their affiliation and not receive any more music, and are regularly paid for various announcements and services to the Independent Marketing firms on behalf of Major Labels.

Radio stations should not be allowed to accept ANY payment for playing music from anyone, except as a paid advertisement or promotion. That goes for money from Record Companies as well.

The stations should finance themselves solely through selling advertising and airtime. The record companies should finance themselves solely through sales.

Local artists and bands should be able to do a free concert, if they want, for the station in return for airplay to promote their original songs. This is entirely ethical and not 'payola'. It would greatly improve the music industry as a whole.

I never received any money for announcing songs when I was a DJ. There were no station guidelines about when to do it. Sometimes I'd announce the artist at the beginning of a song, and sometimes afterwards. Sometimes I'd announce three in a row, after they'd been played. I was not aware of any payments for this to the station, however, I was only a DJ and not actively involved with management practices.

The existing regulations do absolutely nothing to address the current dismal state of broadcasting, and in some cases have actually aided and encouraged it.

I have been a victim many times of Voice-Tracking when I was a DJ. It has cost me several thousand dollars in lost income, prestige and contributed greatly to my decision to leave the Radio Broadcasting field completely in the mid 1990s. Voice-Tracking should be illegal except in the most extreme circumstances. It costs jobs and lost income, and does not serve the local public's interest in any way. It's just a way for a station to get more work and pay out less money. If a broadcast is pre-recorded, that fact should have to be announced on the air, several times during the broadcast, and on every break. Sponsors should get discounted ad rates for spots during a

pre-recorded segment.

The FCC should ban this practice outright, or at least greatly curtail it.

The National Playlists completely exclude all local artist from airplay unless you manage to get in the Top 40 with a Major Label, in which case, you wouldn't be a local anymore. Local artists CANNOT get any real airplay on med. to major market stations. You cannot get on a playlist AT ALL! This has almost destroyed the music industry. Now the RIAA is trying to kill the one ray of hope for most musicians...the Internet and P2P Networks, to make up for thier destruction of the normal outlets.

There is no diversity in traditional Broadcasting anymore, nor has there been since the late '70s. Clear Channel, Tr-State and the RIAA have an iron grip on it that will most likely never be broken. That is why artists and listeners are going to the Internet, now.

Stations should be required to play any local artist that submits a radio-quality recording within the station's genere. It should be played a reasonable number of days in all slots, at least for a few days. Then, let the listeners decide how long and how much airplay it gets after that. Local stations should be required to play at least 30% local artists, if that much is available.

I don't know anything about LPFM stations. We can't pick up in in this area. All we get is Clear Channel-owned stations.

I'm all for having them in this area, as long as artists and songwriters get payed the fair royalties for airplay.

I believe that LPFM stations could help address some of the issues concerned in this letter, but I also don't believe the RIAA and Clear Channel will allow it. They will kill it, or buy it, legally or other-wise, just as they have been doing for quite sometime.

I believe LPFM stations could give artists and organizations another outlet, free from the tyannical influence of the RIAA, Clear Channel, and thier ilk.

I would like to thank the FCC for the opportunity to voice my concerns, and for attempting to address the issues. I am available to help in any way I can.

You can contact me at:

Joel Clyde  
c/o Conasuaga Productions  
4220 Crandall-Ellijay Rd.  
Chatsworth, Ga. 30705  
(706) 517-8425  
joelclyde@musician.net

Sincerely,

Joel Clyde